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CLAIM AMENDMENTS

1-26. (Canceled)

27. (Previously presented) An electronic catalog system, comprising:

an electronic catalog of products; and

a server system that provides online access to the electronic catalog of products and provides functionality for customers to purchase products from the electronic catalog;

wherein the server system is responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, said page being a catalog page that provides a user option to select a product for purchase, whereby customers are presented with context-dependent information about related orders during browsing of the electronic catalog, said context-dependent information being displayed without requiring the customers to explicitly request order history information.

28. (Previously presented) The electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a product by supplementing the detail page with information about a prior order placed by the customer for the product.

29. (Previously presented) The electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a first product by supplementing the detail page with information about a prior order placed by the customer for a second product that is related to the first product.

30. (Previously presented) The electronic catalog system of Claim 27, wherein the server system is responsive to a request by the customer for a category page associated with a particular product category by supplementing the category page with information about prior orders of products that fall within the product category.

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31. (Canceled)

32. (Previously presented) A computer-implemented method of providing account-specific information to users of an online store, the method comprising:

providing online access to an electronic catalog of products in which users may navigate to product detail pages that display detailed information about specific products and provide controls for selecting such products for purchase;

maintaining user-specific order histories representing orders placed by users for products in the electronic catalog;

receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and

in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

33. (Original) The method as in Claim 32, wherein supplementing the product detail page comprises displaying information within the product detail page about a current status of an order for the first product.

34. (Original) The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to track shipment of the order.

35. (Original) The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to cancel or modify the order.

36. (Currently amended) The method as in Claim 32, further comprising supplementing the product detail page with information about an order placed by the customer for a second product that is related to the first product.

37. (Original) The method as in Claim 32, further comprising, when the user accesses a category page associated with a category of the products in the electronic catalog, supplementing

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the category page with information about an order placed by the user for a product that falls within the category.

38-41. (Canceled)

42. (Previously presented) A server system that provides account-specific information to users of an online store according to the method of Claim 32.

43. (Previously presented) A supplemented product detail page generated according to the method of Claim 32 and represented within a computer.

44. (Previously presented) A computer program which embodies the method of Claim 32, said computer program represented within a computer readable medium.

45. (Previously presented) The computer-implemented method of Claim 32, wherein the product detail page is supplemented with said information without requiring the user to explicitly request order history information.

46. (Previously presented) An electronic catalog system, comprising:

a electronic catalog of products represented within a computer memory, the electronic catalog including product detail pages that provide information about specific products, and provide functionality for selecting such products for purchase; and

a server system that provides online access to the electronic catalog of products and provides functionality for users to purchase selected products from the electronic catalog, said server system programmed to maintain order histories for users of the electronic catalog;

wherein the server system is responsive to a request from a user for a product detail page of the electronic catalog by (1) determining whether the user previously placed an order that is related to the product represented within the product detail page,

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and (2) if the user placed such a related order, supplementing the product detail page with information about the related order for presentation to the user, whereby the server system reduces a likelihood that the user will place an unnecessary or undesirable order for said product.

47. (Previously presented) The electronic catalog system of Claim 46, wherein the server system supplements the product detail page with the information about the related order without requiring the user to request order history information.

48. (Previously presented) The electronic catalog system of Claim 46, wherein the information about the related order comprises an indication of whether the product represented within the product detail page is compatible with a product previously purchased by the user.

49. (Previously presented) The electronic catalog system of Claim 46, wherein the information about the related order comprises an indication that the user has already purchased the product represented within the product detail page.

50. (Previously presented) The electronic catalog system of Claim 49, wherein the information about the related order further comprises a link to a page containing detailed information about the order.

51. (New) The electronic catalog system of Claim 27, wherein the request from the customer is a request generated by a web browser in response to selection by the customer of a product or product category for viewing, and the server system is responsive to the request by determining whether the user has placed an order that is related to the product or product category selected by the customer.

52. (New) The electronic catalog system of Claim 51, wherein the server system supplements the page with information about a processing status of the related order.

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53. (New) A method of customizing pages of an electronic catalog for individual users, the method comprising:

providing a server system that provides online access to an electronic catalog of items, and provides functionality for users to purchase items from the electronic catalog;

receiving, at the server system, a request for a page of the electronic catalog that displays a subset of the items in the electronic catalog and provides an option to select an item for purchase, said request generated by a client program in response to selection of the subset by an online user for viewing; and

in response to the request, (a) identifying a related order previously placed by the user, said related order being related to the subset, (b) supplementing the page of the electronic catalog with information about the related order, and (c) returning the page of the electronic catalog, as supplemented with the information about the related order, from the server system to the client program for presentation to the user;

whereby information about a previous order is presented to the user contextually during browsing of the electronic catalog without requiring the user to explicitly request order history information.

54. (New) The method as in Claim 53, wherein supplementing the page of the electronic catalog comprises supplementing the page with information about a current processing status of the related order.

55. (New) The method as in Claim 53, wherein the page is an item detail page for a first item selected by the online user for viewing, and the detail page provides an option to select the first item for purchase.

56. (New) The method as in Claim 55, wherein the related order is an order previously placed by the user for the first item.

57. (New) The method as in Claim 55, wherein the related order is a previous order placed by the user for a second item that is related to the first item.

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58. (New) The method as in Claim 53, wherein supplementing the page of the electronic catalog comprises adding to the page a notification that an item represented therein is incompatible with a related item previously purchased by the user.

59. (New) The method as in Claim 53, wherein the page corresponds to an item category selected by the online user.

60. (New) The method as in Claim 59, wherein identifying a related order comprises identifying an order for an item that falls within the item category.

61. (New) The method as in Claim 53, wherein the page provides an option to initiate placement of an order for an item.

62. (New) The method as in Claim 53, further comprising supplementing the page with information about at least one additional order that is related to the subset.